



Says

What have we heard them say?  
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Conviently, we  
can request a  
ride with uber  
auto from our  
doorstep at just  
the tap a button

Uber prices  
starts at Rs.29  
for 4  
kilometers on  
our first 2  
rides

No need to  
go looking  
for an auto  
on the streets

This will calculate  
the profit per  
booking after  
deducting  
expenses like  
driver pay

Ride  
cancellation,  
this will calculate  
the amount of  
potential revenue  
lost

Customer  
satisfaction rate ,  
measured by  
reviews,1 to 5 stars  
in completed ride



Customer thoughts

Uber technologies  
Inc, is an American  
multinational  
transportation  
network company  
(TNC)

Offering services,  
which ride booking,  
ride service hailing,  
food delivery and  
bicycle-sharing  
system

While using  
uber, we have  
security and  
peace of mind

Uber allows  
ride sharing  
also called  
carpool, it gives  
10% discount

Uber mobile  
app is slicker,  
given the  
mammoth  
197MB size

Uber works and  
makes money:  
Business model  
& Revenue  
model



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?